



COMMUNITY ECONOMIC PROFILE
FOR
SUNNYVALE
SANTA CLARA COUNTY, CALIFORNIA

MAY 2005

Located in the Heart of the Silicon Valley, Sunnyvale lies 44 miles south of San Francisco and 360 miles north of Los Angeles. Sunnyvale is home to 131,700 residents who are spread amongst its 24 square miles. Throughout its history, Sunnyvale has mobilized from an economy largely reliant on its advantageous open space and fertile soil to a varied economic landscape led by its numerous high tech companies, many of whom are headquartered here.

Sunnyvale has long been a benchmark of excellence in city government and has received national recognition reflecting this expertise. In 1993 during a visit to Sunnyvale, President Clinton declared Sunnyvale “one of the best run cities”, and in 2000, the White House Millennium Council named Sunnyvale a Millennium Community. As we move forward in this new millennium, Sunnyvale strives to maintain this commitment to excellence.

Among its many attributes, Sunnyvale prides itself on its long standing dedication to fostering a safe environment for its residents. Sunnyvale has one of the lowest crime rates in the nation for cities with a population over 100,000 and was recognized in 1996 by Money Magazine as the 5th safest city in America. The safeness of Sunnyvale has continued unabated since then, and was recently ranked again as the 5th safest city, this time in City Crime Rankings. Unsurprisingly, Sunnyvale residents give Public Safety Department, which includes both the Police and Fire Services, a 95% approval rating.

COMMUNITY

Spending any amount of time here, it is easy to see why it was named Sunnyvale. The story has it that a local builder looking out over yet another sunny day, shaded his eyes, and said, “Let’s call it Sunnyvale.” Sunnyvale boasts a very mild climate, as temperatures vary from an average of 53 degrees in January to an average of 70 degrees in July. The rainfall of the winter months usually amounts to around 15 inches. This gorgeous climate naturally leads to an ideal environment for many outdoor activities such as golf and tennis. Within close proximity are beautiful beaches, spectacular state and national parks, as well as San Francisco and San Jose. Sunnyvale is home to two golf courses, 18 neighborhood parks as well as 123 tennis courses, 68 of which are at our very own world class Municipal Center.

Climate Period	Temperature		
	MAX.	MIN.	AVG.
January	60	47	53
April	69	48	58
July	82	59	71
October	72	50	61

Sunnyvale has a solid economic base, and the business revenue generated each year contributes to a superb quality of life. The mean household income for a Sunnyvale resident is \$74,500. Poverty levels in Sunnyvale have remained consistently lower than those of Santa Clara County or the state. As one of the premiere cities in Silicon Valley, housing costs are not insubstantial. However, first-time homebuyer programs are available. Please contact our Housing Division at 408-730-7250 if you would like information on different housing programs.

Housing Characteristics	
Average Household Size	2.47
Average Housing Price	\$550,000
Average Rental Price (two bedrooms)	\$1,261

Economic Base	
Total City Revenue (in millions)	216.4
Issuer Credit Rating	AA+
Sales Tax Collected (in thousands)	\$24,599

BUSINESS & ECONOMICS

Sunnyvale, with its Silicon Valley location, has a solid high-tech presence. Transitioning from agricultural to defense to the current high tech economy, Sunnyvale has remained on the cutting edge of Silicon Valley innovation. Despite the effects of the “dot com bust” of 2001, industry in Sunnyvale has remained strong. The top industries in the City include information (25 percent), retail trade (13.5 percent), and construction (18 percent).

Business	
Total Number of Businesses	8,031
Employment Generated by Sunnyvale Businesses	63,838
Total Number of Jobs in the City	118,036

LABOR MARKET		
	Sunnyvale	Santa Clara County
Labor Force		
March 2005	69,900	818,800
April 2004	73,830	867,300
2003 Average	75,940	895,100
2002 Average	80,020	943,600
Employment		
March 2005	66,600	772,600
April 2004	69,920	812,500
2003 Average	70,610	821,600
2002 Average	74,230	863,800
Unemployment		
March 2005	3,300	46,200
April 2004	3,910	54,700
2003 Average	5,330	73,500
2002 Average	5,790	79,800
Unemployment Rate		
March 2005	4.8%	5.6%
April 2004	5.3%	6.3%
2003 Average	7.0%	8.2%
2002 Average	7.2%	8.5%

PEOPLE

Sunnyvale is a diverse community, with a highly educated population. Leading research facilities and national labs in and near the city attract residents from around the world. These prestigious institutions include Stanford University, UC Berkeley, NASA Ames Research Center, Onizuka Air Force Base & Satellite tracking facility, Santa Clara University, and San Jose State University.

Demographics		
	Sunnyvale	Santa Clara County
Total Population	131,700	1,731,400
Male Population	67,776 (51.49%)	876,088 (50.6%)
Female Population	63,924 (48.59%)	855,312 (49.4%)

Household	
Single Parent Household (Female)	4,234
School-age Children	9,716
School Enrollment K – 8 – 2005	5,835
School Enrollment 9 - 12	3,716

Race & Ethnicity 2000 Census Data		
	Sunnyvale	Santa Clara County
Race		
White	70, 193 (53%)	940,170 (57%)
Black/African American	2,927 (2%)	36,256 (2%)
American Indian/Alaska Native	608 (0.5%)	8,630 (0.5)
Asian	42,524 (32%)	465,980 (28%)
Native Hawaiian/Other Pacific Islander	428 (0.3%)	4,336 (0.3%)
Other Race	9,474 (7%)	144,198 (9%)
Two or more races	5,606 (4%)	53,975 (3%)
Ethnicity		
Hispanic/Latino (of any race)	20,390 (15%)	407,853 (25%)
Not Hispanic/Latino	111,370 (85%)	1,245,692 (75%)

* Percentages may not equal 100 percent due to rounding

Median Age & Distribution 2000 Census Data	
Median Age	34.3
Age: 17 and under	26,897
Age: 18 to 24	10,195
Age: 25 to 34	30,604
Age: 35 to 44	23,834
Age: 45 to 54	15,736
Age: 55 to 64	10,537
Age: 65 and older	13,957

Educational Attainment (for population 25 years and older) 2000 Census Data		
	Sunnyvale	Santa Clara County
Population 25 years and older	95,278	1,107,401
No Schooling	1,227	N/A
Less than High School Diploma	8,862	167,614
High School Graduate	12,745	179,703
Some College	16,893	202,328
Associate Degree	7,172	82,668
Bachelor Degree	27,469	280,142
Graduate or Professional Degree	20,910	194,926
% High School Graduate or higher	89.4%	84.9%
% Bachelor Degree or higher	50.7%	42.9%
% Graduate/Professional Degree	21.9%	17.6%

Disabled Population 2000 Census Data		
	Sunnyvale	Santa Clara County
Total Population 21 – 64 years	87,740	1,020,373
With a disability (of total population)	11,090	107,166
% Employed (of disabled)	66.2%	49.3%

Prepared by the
CITY OF SUNNYVALE
www.sunnyvale.ca.gov

The information contained in this profile was obtained from a variety of sources including the 2000 Census, the 2002 American Community Survey, the California Employment Development Department, and the City of Sunnyvale. For more detailed information about sources, please contact:

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